

**Amendments to the Claims:**

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) An award point service system, comprising:  
a point issuing device that issues points to a customer who purchases an article;  
a first memory that stores data of the points issued to the customer in at least one virtual store on a network;  
a second memory that stores data of the points issued to the customer in at least one actual store;  
a data access permitting device that permits the data of the points issued to the customer to be read from the ~~memory~~ first and second memories; and  
a point reducing device that allows use of at least a part of the points read from the ~~memory~~ first and second memories by subtracting the at least part of the points from the data of the points stored in the ~~memory~~ first and second memories; wherein  
the at least one virtual store established on a network is accessible to the point issuing device; and wherein  
the at least one actual store is accessible to the point reducing device.
2. (Original) An award point service system according to claim 1, wherein the at least one actual store is accessible to the point issuing device.
3. (Original) An award point service system according to claim 1, wherein the at least one virtual store is accessible to the point reducing device.
4. (Original) An award point service system according to claim 2, wherein the at least one virtual store is accessible to the point reducing device.

5. (Original) An award point service system according to claim 1, further comprising a managing device that manages the points issued by the point issuing device and the points reduced by the point reducing device.

6. (Original) An award point service system according to claim 2, further comprising a managing device that manages the points issued by the point issuing device and the points reduced by the point reducing device.

7. (Original) An award point service system according to claim 3, further comprising a managing device that manages the points issued by the point issuing device and the points reduced by the point reducing device.

8. (Original) An award point service system according to claim 4, further comprising a managing device that manages the points issued by the point issuing device and the points reduced by the point reducing device.

9. (Original) An award point service system according to claim 1, wherein the data access permitting device comprises a terminal provided in the actual store, and the terminal receives the data of the points from a recording medium owned by the customer and supplies the recording medium with the data of the points.

10. (Original) An award point service system according to claim 2, wherein the data access permitting device comprises a terminal provided in the actual store, and the terminal receives the data of the points from a recording medium owned by the customer and supplies the recording medium with the data of the points.

11. (Original) An award point service system according to claim 4, wherein the data access permitting device comprises a terminal provided in the actual store, and the terminal receives the data of the points from a recording medium owned by the customer and supplies the recording medium with the data of the points.

12. (Original) An award point service system according to claim 3, wherein the data access permitting device comprises a terminal provided in the actual store, and the terminal receives the data of the points from a recording medium owned by the customer and supplies the recording medium with the data of the points.

13. (Original) An award point service system according to claim 5, wherein the data access permitting device comprises a terminal provided in the actual store, and the terminal receives the data of the points from a recording medium owned by the customer and supplies the recording medium with the data of the points.

14. (Original) An award point service system according to claim 9, wherein the recording medium comprises a medium used for making a payment.

15. (Currently Amended) An award point service system according to ~~claim 2,~~  
~~wherein the memory device includes a first memory that stores points issued to the customer~~  
~~in the virtual store and a second memory that stores points issued to the customer in the actual~~  
~~store.~~ claim 9, wherein

the terminal is a point of sale (POS) terminal.

16. (Currently Amended) An award point service system according to ~~claim 4,~~  
~~wherein the memory device includes a first memory that stores points issued to the customer~~  
~~in the virtual store and a second memory that stores points issued to the customer in the actual~~  
~~store.~~ claim 9, wherein

the terminal is a credit authorization terminal (CAT).

17. (Currently Amended) An award point service system according to ~~claim 6,~~  
~~wherein the memory device includes a first memory that stores points issued to the customer~~  
~~in the virtual store and a second memory that stores points issued to the customer in the actual~~  
~~store.~~ claim 1, further comprising:

a credit company that issues credit to the customer comprising:

\_\_\_\_\_ a first credit company memory for storing data of the points issued to the customer in virtual stores;

\_\_\_\_\_ a second credit company memory for storing data of the points issued to the customer in an actual store;

\_\_\_\_\_ a credit company virtual server connected to the first credit company memory that is configured to communicate with the at least one virtual store; and

\_\_\_\_\_ a credit company actual server connected to the second credit company memory that is configured to communicate with the at least one actual store,

\_\_\_\_\_ wherein the customer can purchase items from the at least one virtual store and the at least one actual store with credit.

18. (Currently Amended) An award point service system according to ~~claim 10,~~ wherein the memory device includes ~~a first memory that stores points issued to the customer in the virtual store and a second memory that stores points issued to the customer in the actual store;~~ claim 17, further comprising:

\_\_\_\_\_ an information processing center communicatively connected to the credit company actual server and credit company virtual server that processes purchases made under credit by the customer wherein the credit company actual server communicates with the at least one actual store via the information processing center.

19. (Currently Amended) An award point service system, comprising:  
a point issuing device that issues points to a customer who purchases an article;  
a first memory that stores data of the points issued to the customer in at least one virtual store;  
\_\_\_\_\_ a second memory that stores data of the points issued to the customer in at least one actual store;

a data access permitting device that permits the data of the points issued to the customer to be read from the memory; and

a point reducing device that allows use of at least a part of the points read from the memory by subtracting the at least part of the points from the data of the points stored in the memory; wherein

the at least one virtual store established on a network is accessible to the point reducing device; and wherein

the at least one actual store is accessible to the point issuing device.

20. (Original) An award point service system according to claim 19, wherein the at least one virtual store is accessible to the point issuing device.

21. (Original) An award point service system according to claim 19, wherein the at least one actual store is accessible to the point reducing device.

22. (Currently Amended) An award point service system according to claim 20, ~~wherein the memory includes a first memory that stores points issued to the customer in the virtual store and a second memory that stores points issued to the customer in the actual store.~~ further comprising:

a credit company that issues credit to the customer comprising:

a first credit company memory for storing data of the points issued to the customer in virtual stores;

a second credit company memory for storing data of the points issued to the customer in an actual store

a credit company virtual server connected to the first credit company memory that is configured to communicate with the at least one virtual store;

a credit company actual server connected to the second credit company memory that is configured to communicate with the at least one actual store.

wherein the customer can purchase items from the at least one virtual store and the at least one actual store with credit.

23. (Original) An award point service system according to claim 19, wherein the data access permitting device comprises a terminal provided in the actual store, and the terminal receives the data of the points from a recording medium owned by the customer and supplies the recording medium with the data of the points.

24. (Original) An award point service system according to claim 20, wherein the data access permitting device comprises a terminal provided in the actual store, and the terminal receives the data of the points from a recording medium owned by the customer and supplies the recording medium with the data of the points.

25. (Original) An award point service system according to claim 21, wherein the data access permitting device comprises a terminal provided in the actual store, and the terminal receives the data of the points from a recording medium owned by the customer and supplies the recording medium with the data of the points.

26. (Original) An award point service system according to claim 23, wherein the recording medium comprises a medium used for making a payment.

27. (Currently Amended) A recording medium used in a point service system including an award point issuing device that issues points to a customer who purchases an article, a first memory that stores data of the points issued to the customer from at least one virtual store, a second memory that stores data of the points issued to the customer from at least one actual store, a data access permitting device that permits the data of the points issued to the customer to be read from the first and second memories~~memory~~, and a point reducing device that allows use of at least a part of the points read from the first and second memories~~memory~~ by subtracting the at least part of the points from the data of the points stored in the first and second memories~~memory~~, wherein

the recording medium transmits and receives the data of the points to and from the data access permitting device, and wherein

the recording medium stores the points issued or reduced by any of the at least one virtual store and the at least one actual store.

28. (Original) A recording medium according to claim 27, comprising an IC card having an IC chip.

29. (Currently Amended) An award point service management method for use with an award point service system having a first memory that stores points relating to purchases made by the customer in at least one of virtual stores and a second memory that stores points relating to purchases made by the customer in at least one of actual stores comprising the steps of:

issuing points to a customer who purchases an article in at least one of virtual stores established on a network;

recording the issued points in the first memory; and

subtracting points used by the customer from the data of the points stored in a memory in at least one of actual stores such that the points are used by the customer for purchasing an article in the at least one of actual stores.

30. (Currently Amended) An award point service management method for use with an award point service system having a first memory that stores points relating to purchases made by the customer in the at least one of virtual stores and a second memory that stores points relating to purchases made by the customer in the at least one of actual stores comprising the steps of:

issuing points to a customer who purchases an article in at least one of actual stores;

recording the issued points in the second memory;

transferring at least a portion of the points in the second memory to the first  
memory and

subtracting points used by the customer from the data of the points stored in a  
the first memory in at least one of virtual stores such that the points are used by the customer  
for purchasing an article in the at least one of virtual stores.